

## SCORE BOARDS BASED ON SOCIAL GROUPS

### CROSS-REFERENCE TO RELATED APPLICATION

**[0001]** This application claims the benefit of the U.S. Provisional Application Ser. No. 61/792,207, filed on Mar. 15, 2013, the entire contents of which are hereby incorporated by reference.

### BACKGROUND

**[0002]** This specification relates to information presentation.

**[0003]** The Internet provides access to a wide variety of resources. For example, video and/or audio files, as well as web pages for particular subjects or particular news articles, are accessible over the Internet. Access to these resources presents opportunities for other content (e.g., advertisements) to be provided with the resources. For example, a web page can include slots in which content can be presented. These slots can be defined in the web page or defined for presentation with a web page, for example, along with search results.

**[0004]** Slots can be allocated to content sponsors through a reservation system or an auction. For example, content sponsors can provide bids specifying amounts that the sponsors are respectively willing to pay for presentation of their content. In turn, a reservation can be made or an auction can be performed, and the slots can be allocated to sponsors according, among other things, to their bids and/or the relevance of the sponsored content to content presented on a page hosting the slot or a request that is received for the sponsored content.

### SUMMARY

**[0005]** In general, one innovative aspect of the subject matter described in this specification can be implemented in methods that include a method for providing content. The method comprises: identifying a plurality of segments of viewers wherein each segment is associated with an entity; identifying pairs of segments for comparison; responsive to a request for content, identifying a content item for presentation on a user device; identifying a first pair of segments that are associated with the content item; determining, for each segment of the first segment pair, a response metric associated with responses to the content item, the responses attributable to entities in a given segment; and providing the content item responsive to the request including providing results associated with the response metric for both segments of the first pair of segments for presentation along with the content item.

**[0006]** In general, another innovative aspect of the subject matter described in this specification can be implemented in methods that include a method for providing content. The method includes: identifying a content item for presentation responsive to a request from a device; determining a pair of segments of viewers that have been associated with the content item, wherein the pair includes rivals; determining interaction data for the content item attributable to entities in respective segments of the pair; and providing the content item along with comparison information based at least in part on the interaction data.

**[0007]** In general, another innovative aspect of the subject matter described in this specification can be implemented in systems. A system includes: one or more processors; and one or more memory elements including instructions. The instructions, when executed, cause the one or more processors to: identify a plurality of segments of viewers wherein each segment is associated with an entity; identify pairs of segments for comparison; responsive to a request for content, identify a content item for presentation on a user device; identify a first pair of segments that are associated with the content item; determine, for each segment of the first segment pair, a response metric associated with responses to the content item, the responses attributable to entities in a given segment; and provide the content item responsive to the request including providing results associated with the response metric for both segments of the first pair of segments for presentation along with the content item.

**[0008]** In general, another innovative aspect of the subject matter described in this specification can be implemented in computer program products. A computer program product is tangibly embodied in a computer-readable storage device and comprises instructions. The instructions, when executed by a processor, cause the processor to: identify a plurality of segments of viewers wherein each segment is associated with an entity; identify pairs of segments for comparison; responsive to a request for content, identify a content item for presentation on a user device; identify a first pair of segments that are associated with the content item; determine, for each segment of the first segment pair, a response metric associated with responses to the content item, the responses attributable to entities in a given segment; and provide the content item responsive to the request including providing results associated with the response metric for both segments of the first pair of segments for presentation along with the content item.

**[0009]** These and other implementations can each optionally include one or more of the following features. The plurality of segments can be or include social groups. A portion of the plurality of segments can include one or more segments associated with a respective geographic region. The pairs can include rivals. The content item can be associated with a campaign and the selection criteria for presenting the content item can include criteria that specifies the first pair of segments. A report can be provided to a content sponsor of the content item that includes interaction data related to the content item for entities associated with the first pair of segments. Providing results can include providing interaction data for members of each segment of the first pair of segments associated with interactions with the content item. Providing results can include providing a scoreboard presentation that includes the interaction data along with a designator for each respective segment of the first pair of segments. Selection criteria that specify the first pair of segments can be received from a content sponsor of the content item. The received selection criteria can be stored in a campaign associated with the first content item. Prior to receipt of the selection criteria, suggestions can be provided to the content sponsor of potential pairs of segments for comparison. Receiving a selection criteria can include receipt of one of the suggestions.

**[0010]** In general, another aspect of the subject matter described in this specification can be implemented in methods that include a method for providing content. The method